

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 06321 170912Z

12

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
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P R 170834Z SEP 76
FM AMEMBASSY TAIPEI
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 1068

UNCLAS TAIPEI 6321

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: SECRETARIAL STATEMENT FOR INAUGURATION OF FAR
EASTERN BICENTENNIAL PROMOTION OF U.S. PRODUCTS

1. ON SEPTEMBER 25 THE FAR EASTERN DEPARTMENT STORE WILL
INAUGURATE THE FOURTH AND FINAL STAGE OF ITS BICENTENNIAL
PROMOTION OF U.S. PRODUCTS BEING HELD IN COOPERATION WITH
THE U.S. DEPARTMENT OF COMMERCE UNDER THE IN-STORE PROMO-
TION PROGRAM. PREVIOUS STAGES WERE HELD AT TAINAN JULY 1-18,
KAOSHIUNG JULY 31-AUG. 15, AND TAICHUNG AUG. 28-SEPT. 12
AND WERE VERY SUCCESSFUL.

2. IN CONNECTION WITH THE INAUGURATION SEPTEMBER 25, THE
EMBASSY BELIEVES IT WOULD BE APPROPRIATE TO HAVE A MESSAGE
OF APPRECIATION FROM THE SECRETARY OF COMMERCE TO FAR
EASTERN TO BE READ BY THE AMBASSADOR DURING THE CEREMONIES.
IF THE DEPARTMENT AGREES, WE PROPOSE A TEXT ALONG THE
LINES OF THE FOLLOWING:

BEGIN TEXT:

DEAR CHAIRMAN HSU:

ON THE OCCASION OF THE INAUGURATION OF THE FINAL
STAGE OF THE FAR EASTERN DEPARTMENT STORE BICENTENNIAL
PROMOTION OF U.S. PRODUCTS, I WISH, ON BEHALF OF THE
U.S. DEPARTMENT OF COMMERCE, TO EXPRESS OUR APPRECIATION
FOR THE EXCELLENT JOB YOU HAVE DONE PROMOTING THE SALE
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PAGE 02 TAIPEI 06321 170912Z

OF U.S. CONSUMER GOODS IN THE REPUBLIC OF CHINA. THE

SUCCESS OF OUR IN-STORE PROMOTION PROGRAM DEPENDS ON
THE ENERGY, IMAGINATION AND SKILL OF THE PARTICIPATING
STORES. YOUR EFFORTS HAVE BEEN COMMENDABLE.

I REGRET THAT I CANNOT BE THERE IN PERSON TO HELP
INAUGURATE THIS FINAL STAGE, BUT I THANK YOU FOR YOUR
EXCELLENT COOPERATION WITH MY DEPARTMENT AND THE AMERICAN
EMBASSY AND WISH YOU EVERY CONTINUING SUCCESS WITH THE
PROMOTION IN TAIPEI.

END TEXT

3. PLEASE REPLY ASAP.
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Message Attributes

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Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Margaret P. Grafeld
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04 MAY 2006

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TAGS: BEXP, TW
To: COM
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